RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Mike:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **75** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	2
Light 100	12300-24961	3
Light Men 100	12300-24963	2
FF 100	12300-24962	3

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.4965**
SKU WT (w/o Product):	**1.1700 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$596.79**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$49.00 (3.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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5N55B2 WORKPLAN VAP TEMPLATE LISTING

DATE: 97-12-18
TIME: 04:20 PM

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	4				(315)564-6066
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	2				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2				(315)695-2059
162202		503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	2				(315)776-5511
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1				(315)597-2583
162202	162238	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039	1				(315)699-1970
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	2				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2		0990-0000		(315)454-0117
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1				(315)253-4811
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	2	NYS			(315)754-6421
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162205	162237	172876	STUDENT CHOICE FOOD	137 MARSHALL ST	SYRACUSE	NY	13210	1				(315)475-7201
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	2				(315)492-1684
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	2				(315)468-5741
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	2				(315)422-3052
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315)469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315)487-7581
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	1				(315)469-666
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1				(315)479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315)475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	2				(315)472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2				(315)488-6025
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2				(315)476-4164
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	2				(315)474-3569
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7635
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	4				(315)477-0178
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	1			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605		269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	2		0958-0000		(607)869-3551
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162620	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	4		1149-0000		(315)483-0943
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838

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WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	2	NYS		976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	2	NYS	1441-0000		(315)564-7200

PAGE BREAK TOTAL ACCOUNTS 45 TOTAL QUANTITY 73

TEMPLATE TOTAL ACCOUNTS 45 TOTAL QUANTITY 73

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WHOLESALER PACKING INSTRUCTIONS

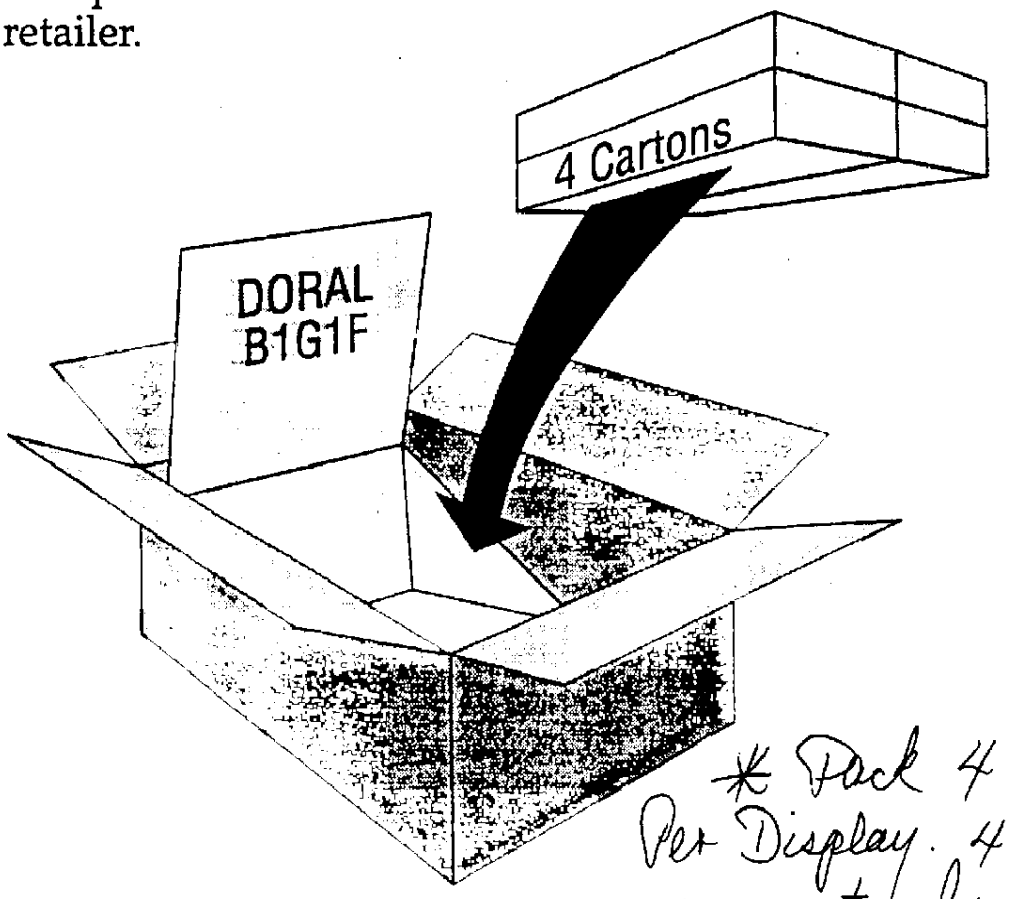
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* Pack 4 Cartons Per Display. 4 Styles may not be shipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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DORAL

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free.**

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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